# MERIT AWARDS
## Status Meeting
## Wednesday, July 27, 1994

| Timing | Program | Status/Next Steps | Resp. |
|---|---|---|---|
| March | Merit Awards Direct | - Monitor check/carton fulfillment | Purchasing |

| | Response rate thru 7/14 |
|---|---|
| Ultra Loyal | 9.08% |
| Loyal | 3.14% |
| Vulnerable | 0.46% |
| Unknown | 7.38% |
| Pack test ($1.00) | 2.67% |
| Pack test ($0.50) | 2.77% |
| Competitive | 0.71% |

26,418 check orders
22,393 carton orders
4,352 carton coupons

- Cell breakout attached

| | | | |
|---|---|---|---|
| May | Merit Memo to FSF | - Dropped 5/4 | ---------- |



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# MERIT AWARDS STATUS MEETING

| Timing | Program | Status/Next Steps | Resp. | Date Due |
|---|---|---|---|---|
| June | Merit Awards Direct Mail #2 | - Dropped 6/15, completed 7/6 | | |
| | | - Includes picnic backpack, stadium blanket, umbrella | | |
| | | • Blankets, umbrellas arrived at CRI | | |
| | | • Picnic backpack to be delivered 7/27 | | |
| | | - Update on orders received to date | Purchasing | 7/27 |
| | | - Discuss fulfillment issues | Purchasing | 7/27 |
| | | • Acknowledgment cards | | |
| | | • Outgoing orders | | |
| | | • Systems | | |



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# MERIT AWARDS STATUS MEETING

| Timing | Program | Status/Next Steps | Resp. | Date Due |
|---|---|---|---|---|
| June | Merit Awards Retail Program | - Utilizations at 100% | | |
| | | - Discuss overage situation/timing | Purchasing | 7/27 |
| August | Merit Memo to FSF | - Mail date w/o 8/1 | | |
| | | - Mailing to encompass memo, tie or scarf, and disposable camera | | |
| | | - Districts which receive promotion will also receive free standing insert and be eligible to win Merit Awards collection | | |
| | | - Review/confirm tie/scarf samples | Purchasing | 7/27 |
| | | - Discuss camera shortage | Purchasing | 7/27 |
| | | • Only 1,300 received | | |



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# MERIT AWARDS STATUS MEETING

| Timing | Program | Status/Next Steps | Resp. | Date Due |
|---|---|---|---|---|
| August | Merit Memo to FSF (cont.) | - Confirm production completion | LBCo. | 7/27 |
| | | - Consolidate labels/packages at Madden | Madden/ Logistics | 7/27 |
| September | Merit Awards Catalog | - Art work completed on all items | | |
| | | - Issue purchase requisitions for Q&A on domestic items | Purchasing | 7/27 |
| | | - Printing 7/24-7/31 | Madden | |
| | | • 6.1MM | | |



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# MERIT AWARDS STATUS MEETING

| Timing | Program | Status/Next Steps | Resp. | Date Due |
|---|---|---|---|---|
| September | Merit Awards Direct Mail #3 | - Mail date 8/15 | | |
| | | - Letter/Coupons | | |
| | | - Mailing to include full catalog | | |
| | | - Laser sign-offs approved | Brand | 7/26 |
| September | Merit Awards FSI | - FSI drop date 9/11/94 | | |
| | | - 2 page spread unit | | |
| | | - FSI to feature all of the items in the catalog | | |
| | | - Layout finalized with 10 items | LBCo. | |
| | | - News America to develop sell sheets | Media | |



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# MERIT AWARDS STATUS MEETING

| Timing | Program | Status/Next Steps | Resp. | Date Due |
|---|---|---|---|---|
| September | Merit Awards Retail Program | - Present schedule for artwork approval (see attached) | LBCo. | |
| | | - Sell card prints approved | TM | |
| | | - Carton packaging DOT/BOE approved | Purchasing | 6/8 |
| | | - Press proofs approved | Brand | 7/26 |
| | | - Confirm status/delivery schedule of lighter packaging | Purchasing | 7/27 |
| | | - Printed materials due | Madden | 8/8 |
| | | - Merit Awards Road Show up and running | Brand | |
| | | • 8/12 - Section 13, NJ | | |
| | | - Elements list attached | LBCo. | |



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# MERIT AWARDS STATUS MEETING
## Retail Elements

### KIT 1

Pack Outlets

30 Deal set sell display
Free-standing take-one box
Large poster
Small Poster
Dangler
B-Header (front and back)
B-Sides
B-Strip
Lighter Packaging
Multipurpose card
75 Catalogs
Laminated card

### KIT 2

Carton Outlets

30 Deal floor standing display
- Header card w/take-one box

Free-standing take-one box
Large poster
Small poster
Dangler
2 Lighter/case packaging
Multipurpose card
75 Catalogs
Laminated card

### KIT 3

Banners (2,500)

### KIT 4

Catalogs (5,000 @ 50 ea.)



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# MERIT AWARDS STATUS MEETING

| Timing | Program | Status/Next Steps | Resp. | Due By |
|---|---|---|---|---|
| September | Merit Awards Selective Binding | - Testing catalog execution in People, LHJ, and Sports Illustrated | | |
| September | Merit Awards Carton Stuffer | - Quantity 5.0MM | | |
| | | - Keylines completed | | |
| | | - Transparencies shipped to Richmond | LBCo. | 7/6 |
| | | - Review press proofs | Brand | 7/27 |
| | | - According to Richmond, still on schedule to drop 9/1 | | |



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# MERIT AWARDS STATUS MEETING

## Outstanding Issues

| Timing | Program | Status/Next Steps | Resp. | Due By |
|---|---|---|---|---|
| August | CSR Blankets | - Need to develop training manual for telephone representatives | PKA | |
| | | • Provide PKA with samples of MA items | Purchasing | |
| August | MA Red Flag System | - Need to develop standardized Red Flag skeleton for CRI | Brand/MIA/ IS | 7/27 |



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# MERIT AWARDS STATUS MEETING
## Catalog Quantities

| Media | Quantity | P.O. Box/Source Code |
|---|---|---|
| Direct Mail | 1,773,000 | 8027A-F |
| Retail[1] | 4,000,000 | 8027G |
| Magazines[2] | 50,000 | 8027H |
| Fulfillment (items) | 171,500 | 8027H |
| 1-800[3] | 100,000 | 8027H |
| Packaging[4] | 50,000 | 8027H |
| | 6,144,500 | |

| | Direct | Retail | Other |
|---|---|---|---|
| Production Summary: | 8027A-F<br>1,773,000 | 8027G<br>4,000,000 | 8027H<br>371,500 |
| POS #s | 70159 | 70137 | 70161 |

[1]Includes 75 per kit plus 50 per additional 5M kits. Does not include quantity for life-size take-one girl.
[2]Includes Magazine bounce back, as well as People test quantity.
[3]Includes 1-800 on carton stuffer and magazines.
[4]Assumes 2% response rate.

RR06 7/27/94 10

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# MERIT AWARDS STATUS MEETING

| Program Elements | Circ: | Offer |
|---|---|---|
| Direct Mail | 1,773M | Catalog (10 items) |
| Retail | 2,497M | Catalog (10 items) |
| FSI | 58,000M | 10 items |
| Carton Stuffer | 5,000M | 4 items, 1-800 bounceback |
| Magazines<br>- People<br>- Entertainment Weekly<br>- Sports Illustrated<br>- Time<br>- Better Home & Gardens<br>- Field & Stream<br>- Ladies Home Journal<br>- Life<br>- Outdoor Life<br>- Road & Track<br>- Woman's Day<br>- Car & Driver<br>- Home<br>- Country America | 5,537M | Catalog bounceback<br><br>Catalog insert in People, Ladies Home Journal test circ. |



2071444207

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